



# Insights for Chemical Sales and Marketing Professionals

Your Catalyst for Confident Decisions



# As a Sales and Marketing Professional, your company relies on you to deliver on the company's revenue targets

## Your decisions impact a \$750 billion market.

To strategically grow revenue, you need to understand your customers' markets, along with those markets' forecasted price shifts and demand drivers. But ever-changing market trends can create price uncertainty, challenging your ability to know when to sell – and at what price. With the right insights, you can meet sales quotas, negotiate profitable contracts, and optimize your customer and supplier mix.

With so much riding on your decisions, you need more than data – you need insights that are:

### ACTIONABLE

enable you to act quickly and decisively



### COMPREHENSIVE

reveal potential regulatory issues, emerging supply-chain disruption and shifting end-user demand

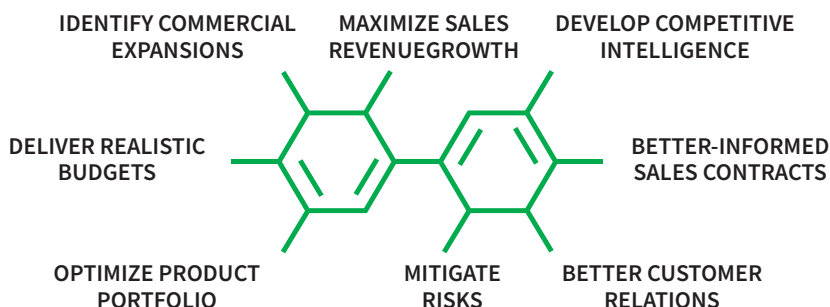


### TRUSTED

instill greater confidence in decision making

## You can rely on IHS Markit.

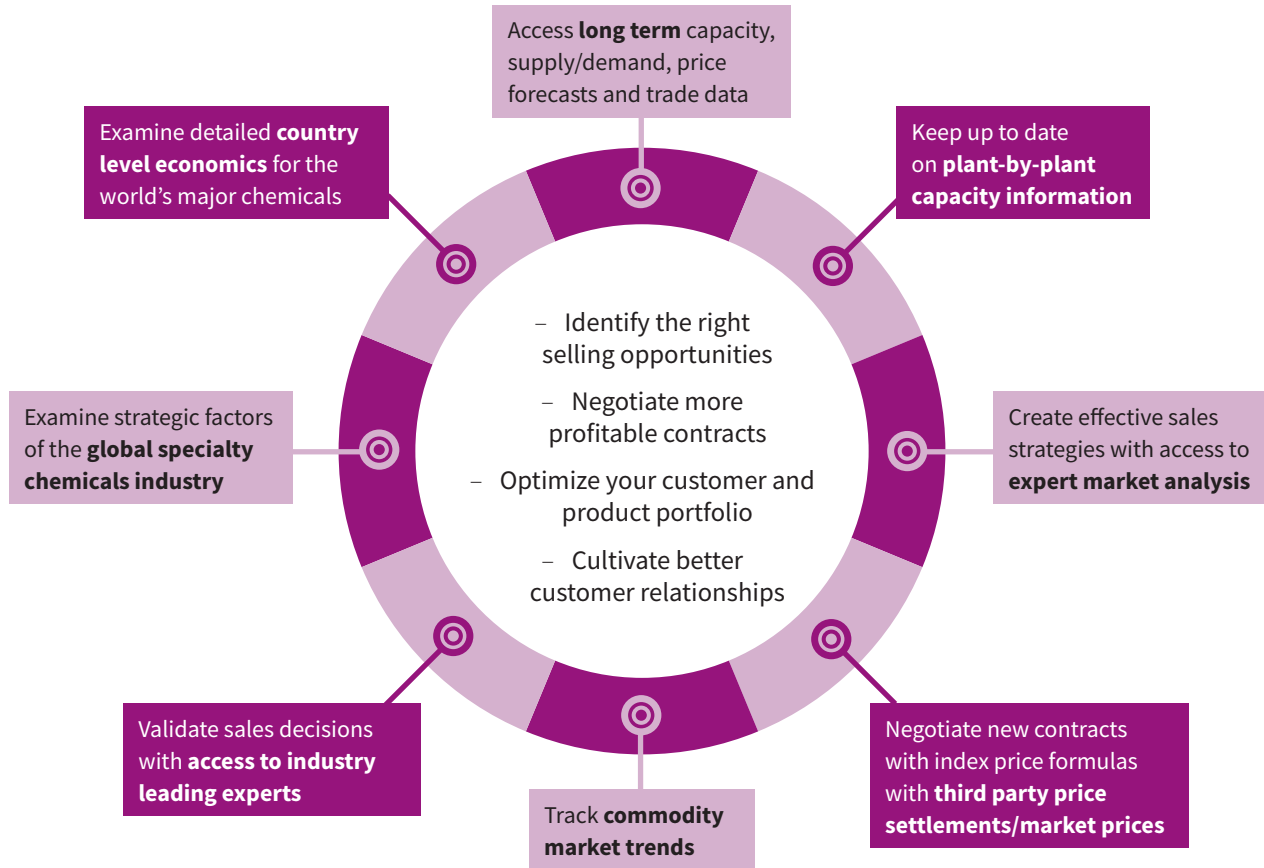
IHS Markit's Chemical is your catalyst for growth. We offer actionable insights, workflow tools, market forecasts and credible analytics that enable you to:



IHS Markit empowers sales professionals to confidently identify the right selling opportunities while mitigating business risk. Our team of experts can help you identify new selling opportunities, develop growth strategies for new customers, and negotiate more profitable contracts. Armed with our expertise, you can develop a more comprehensive view of market forces, cultivate better customer relationships, and navigate the competitive landscape to improve your company's long-term revenue position.

Our depth of expertise, experience and knowledge is unparalleled.

## How IHS Markit can help:



## Depend on IHS Markit for the most trusted intelligence, tools and experts.

### **Market Advisory Service (MAS):**

Supplies pricing & market dynamics on major chemicals & plastics

**World Analysis (WA):** Delivers long-term chemical market studies, detailed scenarios plant capacities, and supply & demand

### **Directory of Chemical Producers (DCP):**

Offers a focused view of 14,000+ chemical firms that collectively produce 21,500 chemical products

**Chemical Consulting:** Specialists who draw on more than sixty years of corporate strategy development, portfolio optimization and capital investment planning chemical businesses, including market drivers, players, structure and dynamics

### **Chemical Economics Handbook (CEH):**

Offers five-year outlooks and extensive data on 300+ industrial chemicals

### **Specialty Chemical Update Program (SCUP):**

Provides detailed, strategic analysis of 38 specialty chemical businesses, including market drivers, players, structure and dynamics

### **Competitive Company Analysis (CCA):**

Provides detailed, strategic analysis of 38 specialty chemical businesses, including market drivers, players, structure and dynamics

**Crude Oil Markets:** Offers regularly updated datasets and outlooks, including supply, production, price, infrastructure, and economics focusing on produced streams, production forecasts, trade by crude type and crude grade prices and market spreads at both the regional and sub-regional levels

**Refining & Marketing Markets:** Provides detailed data and analysis covering demand by major product utilization rates, new refinery projects and potential capacity rationalization, inter-regional trade by major product and outlooks for product prices and refinery margins. Also gives access to more than 150 downstream country profiles which include detail on units, capacities, yields, and feedstocks for every refinery around the world

# Count on IHS Markit for answers.

In today's sea of information, reliable, accurate data is crucial to making the best choices — every time. IHS Markit knows the rigor that goes into decisions of great importance with solutions that meet the needs of our customers.

## CHEMICAL EXPERTISE

270+

industry  
renowned experts

20/11

20 offices in  
11 countries

300

chemical markets

1,500

chemical processes

## GLOBAL EXPERTISE

12,300+

colleagues worldwide

4,200+

industry experts/analysts

140+

global offices

## TRUSTED BY GLOBAL BUSINESS LEADERS

75%

of the Global  
Fortune 500

70%

of the US  
Fortune 500

businesses and governments in

150+

countries

### Chemical insights from IHS Markit:

#### Your Catalyst for Confident Decisions

Find out why industry leaders depend on IHS Markit insights before committing to investment and business growth plans

[ihsmarkit.com](http://ihsmarkit.com)

## About IHS Markit

IHS Markit (Nasdaq: INFO) is a world leader in critical information, analytics and solutions for the major industries and markets that drive economies worldwide. The company delivers next-generation information, analytics and solutions to customers in business, finance and government, improving their operational efficiency and providing deep insights that lead to well-informed, confident decisions. IHS Markit has more than 50,000 key business and government customers, including 85 percent of the Fortune Global 500 and the world's leading financial institutions. Headquartered in London, IHS Markit is committed to sustainable, profitable growth.

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